Valuing Communities
Communities Report 2018
The housebuilding industry in England and Wales is considered to be worth around £38bn a year, including contributing £2.7bn in tax revenues, £841m towards infrastructure and supporting almost 700,000 jobs.1

Redrow’s purpose is to create a better way for people to live. Instinctively we know from experience that we are achieving this through our approach to quality design and placemaking but we wanted to understand the measurable impact of the lives of the people and communities who live in and around our developments. In this, our second annual communities report, we set out to gain a greater understanding of these impacts and the social value new developments can provide.

The findings of this report not only support much of what we intuitively know about creating living communities, but also validate our understanding of the importance of the homes that people live in. Social value is about feeling safe and enjoying good levels of natural light. Both are key focus in our design process.

From a placemaking perspective, being close to green spaces is most valued. This is an encouraging endorsement of our aim to create and enhance Nature for People. We have a long-standing relationship with the Bumblebee Conservation Trust and recently we established a new partnership with The Wildlife Trusts to help us develop a strategy to achieve net biodiversity gains on our developments. Simply put, we are focusing on nature as we develop our developments and are more nature than what we began.

Well-connected, easy to navigate and safe streets are also highly valued. Findings which support the work we have undertaken to develop and refine Redrow 8, our placemaking design principles. These principles help us implement our fundamental belief that people value well-designed, healthy and nature rich communities.

Thriving communities are based on a sense of belonging and community. Our research shows that creating social capital by building a network of friends in a community, together with feeling safe, adds the most social value. This is also reflected in the Government’s new Civil Society Strategy: Building a Future that Works for Everyone2, which has the delivery of social value as a thread running throughout the report. The strategy prescribes that social value – enriched lives and social justice – flows from thriving communities.

The publication of the findings in our latest report is an important step in helping everyone to better understand the social value to be gained from building new homes. It enables us to plan well-designed developments in the knowledge they will enrich the lives of everyone living in them.

John Tutte
Group Chief Executive, Redrow

2.0 Foreword

The design of new housing and communities can have a profound effect on the health and wellbeing of residents. We know that new homes and developments result in additional value to the people who live in or near them. However, the ‘social value’ is not widely understood at present. Using various established methodologies, these values can now be monetised to illustrate their long-term worth.

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3.0 Executive summary and key findings

“The fabric of our society is woven together by the threads of strong, cohesive, resilient communities.”

Being part of a community provides people with important, meaningful human connections and a shared sense of purpose. The fabric of our society is woven together by the threads of strong, cohesive, resilient communities.

In 2017 we carried out our first research study examining the importance of community in new developments. The resulting report, Creating Britain’s New Communities, described how people valued being part of a community and provided a framework to help housebuilders and government in fostering new communities. In our inaugural communities report, in 2017, we questioned c2000 people, exploring the importance they place on being part of a community. A year and half on from that first report home building numbers have grown but more still are needed to meet demand. The National Planning Policy Framework (NPPF) has undergone a major overhaul, with an increased focus placed on, not only building more homes in places people are proud to live, but also ensuring these places are healthier, by design, and have less impact on the natural environment.

Our first community report outlined a framework for homebuilders and government to follow to help foster new communities. One of the main recommendations within the first report centred around the idea of embedding social value in homebuilding. Since then the social value movement has continued to gather pace, with the Social Value Act3 being extended to ensure that all government departments explicitly evaluate social value when commissioning services.

Building on the recommendations from the first communities report we have commissioned research which sought to shed a higher level of understanding of the social value new developments can provide. The research, which gathered views from 2,000 respondents, measured social value from the perspectives of homes, place and community, with figures presented throughout this report over a 25 year period, around the typical term of a mortgage.

Since the publication of the report, social value, as a concept, is featuring with even greater prevalence within government policy. Social value permeates throughout the government’s recently released Civil Society Strategy: Building a Future that Works for Everyone2. Whilst social value, and its achievement, is continuing to grow in prominence it remains problematic to quantify. The UKGBC in its publication Social Value in New Development4 highlights the difficulty in measuring social value due to a lack of consistency and understanding.

What is social value?

There are many different definitions explaining the concept of social value, but in its simplest terms social value is about quality of life or wellbeing of current and future generations.

Improving wellbeing, through developing high-quality homes and great places, requires organisations like Redrow to leverage their business expertise and financial capital. But that alone would not be enough.

Social value is co-created; communities, developers and local government must come together with a shared ambition to create better ways of living.

Executive summary and key findings

Social value

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For this, our second report we commissioned Simetrica, a research consultancy that specialises in social impact measurement, to carry out research that could help us better understand the social value being generated by new developments. The assessment methods used by Simetrica are consistent with those advocated in the Green Book, which is guidance issued by HM Treasury on how to appraise programmes and projects to measure, amongst other things, their social impact.

The approach Simetrica have adopted, on our behalf, attributes financial values (social value) to positive outcomes and changes in experiences. The figures presented within this report are aggregated at a household level, discounted over the course of a year. In addition, to demonstrate the social value of a development for all residents, the figures have been aggregated and discounted over a 25 year period, which is around the typical length of a mortgage.

The social values presented in this report are based on Redrow specific samples (constituting a sample of Redrow customers and those similar in terms of income, region and homeownership). The values are not representative of the general population and cannot be directly applied elsewhere.

The expectation is that the research findings featured in this report deliver an evidence base which could be drawn upon in the formulation of an industry wide framework to provide consistency in the measurement of social value in new developments.

The research findings have been presented in two segments, with the first segment examining the social value of key features and characteristics of new developments. For ease of understanding developments have been sub divided into homes, places and community. These are explored through the themes of:

Health and wellbeing, in the section 
Valuing health at the heart of a community

Building network of friends in a community, in The value of social capital

Nature and biodiversity, in Natural capital of new developments

Social value of new developments

The additional social value realised by the average Redrow household on an illustrative new development, present value discounted over a 25 year period.

The additional social value is the difference between the social value of living on an illustrative Redrow development and the social value of living on an assumed similar industry standard development based on similar households and the same outcomes.

Social value headlines

**Homes**

1. Movement from EPC band D to B c£36k

2. Size of home 6% larger than market c£134k

3. No noise from neighbours c£114k

**Places**

1. Close to green space c£139k

2. Easy to navigate and well connected c£17k

3. A pub or restaurant available c£8k

**Community**

1. Being able to borrow from neighbours c£46k

2. Talking regularly to neighbours c£35k

3. Feeling safe walking alone at night c£7k

1: Discounting is the process of determining present value of the benefit over a time period, taking into consideration that benefits further in the future are less valuable to us today. We use a 3.5% discount rate, in line with HM Treasury guidelines.

2: A household size is assumed to be 2.69 (the average household size in England and Wales, weighted by the proportion of Redrow customers in each region).
The second segment

This segment, section 9, takes the social values figures derived for the individual features and characteristics of a new development and, using an illustrative development of 250 homes, estimates the total social value of a new high-quality development.

For this research the difference is contextualised as an overall positive change experienced by living on the illustrative Redrow development as opposed to living on the assumed industry standard development. It’s important to stress that, in this case, Redrow could be used as a proxy for developers with a similar customer base who prioritise the creation of healthy, high-quality homes and nature-rich places.

The additional social value realised by an illustrative new Redrow development of 250 homes, present value discounted over a 25-year period.

Building the homes and places people value

Using the research findings and the more informed perspective they provide on the social value of new developments, we have made a series of key recommendations that can, if followed, help to build better and more resilient communities that provide:

• Places where nature thrives alongside people providing nourishment and respite from our busy lives.
• Places where we feel safe and secure.
• Places which enhance our physical and mental wellbeing.
• Places where we feel a sense of belonging, togetherness and are proud to call home.

The overall additional social value of the illustrative 250 home Redrow development, present value discounted over 25 years.

Social value headlines

The additional social value realised by an illustrative new Redrow development of 250 homes, present value discounted over a 25-year period.

<table>
<thead>
<tr>
<th>Homes</th>
<th>Social value</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:</td>
<td>95% of homes are private homeowners</td>
<td>£12.3m</td>
</tr>
<tr>
<td>2:</td>
<td>All homes EPC band B</td>
<td>£9.3m</td>
</tr>
<tr>
<td>3:</td>
<td>Average size of all homes 104.2 sqm</td>
<td>£8.4m</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Places</th>
<th>Social value</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:</td>
<td>1 hectare of green space</td>
<td>£9.7m</td>
</tr>
<tr>
<td>2:</td>
<td>Easy to navigate and well connected</td>
<td>£4.3m</td>
</tr>
<tr>
<td>3:</td>
<td>A pub or restaurant available</td>
<td>£1.9m</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Community</th>
<th>Social value</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:</td>
<td>65% residents feel welcomed into the neighbourhood</td>
<td>£11.5m</td>
</tr>
<tr>
<td>2:</td>
<td>77% of residents talk regularly to neighbours</td>
<td>£8.8m</td>
</tr>
<tr>
<td>3:</td>
<td>80% of residents feel safe walking alone at night</td>
<td>£1.8m</td>
</tr>
</tbody>
</table>

Total social value of the industry standard development £766m
Total social value of the Redrow development £842m
Additional social value of the Redrow development provided by Redrow £76m
Additional social value a Redrow development generates for its residents +10%

The research findings provide clear supporting evidence that improvements in people’s wellbeing are associated with high-quality homes and well-designed, healthy places.
Presumption in the favour of healthy placemaking

When selling public land for housing the Government, and its agencies, should give precedence to developers that have a proven track record in producing high standards of quality, design and healthy placemaking. This is consistent with the presumption in favour of sustainable development advocated and reinforced within the NPPF revision.

Planning for cohesion and behaviour change

Our research tells us that people value being welcomed into a neighbourhood. Housebuilders should produce community plans for their developments which utilise social media platforms. The purpose of these platforms should be two-fold; connect people together in the area, increasing social capital, and secondly arrange events/activities which encourage people to live more active lifestyles. These organised leisure activities should look to drive behaviour change around well-being by making best use of the facilities available on the development like sport pitches or cycle tracks.

In this lens of social value this report draws attention to the benefits that well designed homes, good quality placemaking and community mindedness can bring to people’s lives. The research has proved to be hugely beneficial to Redrow, informing our approach to the design and delivery of thriving new communities. In addition, this report significantly adds to the body of knowledge on measuring the social value of all new developments.”

Bob Macdiarmid
Group Sustainability Director at Redrow

Recommendation 1

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Recommendation 2

Creation of high quality green spaces that enhance biodiversity

The results of our research show that people place a great importance on being close to natural spaces. Developers should adopt a recognised, measurable approach to enhancing biodiversity which shows the industry towards net gain.

Recommendation 3

An appreciation of nature and leaving a lasting legacy

In line with ‘Green, biodiverse spaces on developments which are accessible to people but remain in place after development is completed’ to help heighten people’s understanding and appreciation of nature and its continuing value to society. Developers should help to form community groups who can play an active role in engaging people with the natural spaces. These groups could also get involved in stewardship plans which ensure natural spaces continue to provide benefits for wildlife and people.

Recommendation 4
Recommendation 5

Listen to learn

Define social value objectives for the development as part of community engagement programme and work closely with the community and key stakeholders to develop a social value proposition focused on clear outcomes.

Developers should utilise tools, like the social value calculator being developed for Redrow, to forecast social value for new developments. The figures provided by this type of tool could inform the production of design codes being produced for a new development. As part of an iterative improvement cycle, projected data produced by a social value calculator should be tested through a robust post-occupancy evaluation process.

Recommendation 6

Social value focused community infrastructure investment

Local planning authorities (LPA) should develop an increased focus on wider social outcomes, driven through an improved understanding of social value. Too often LPA spend a disproportionate amount of time on trivial issues like the colour of roof tiles at the expense of much larger issues like delivering positive health and wellbeing outcomes. A better understanding of delivering social value by this means might provide, amongst many other things, a more informed perspective on where section 106 and CIL payments could be best targeted to maximise community value.

Recommendation 7

A cycle of improvement

During times of conflict a spirit of camaraderie and togetherness has quickly galvanised people in response to a shared sense of purpose.

Being part of a community provides people with sanctuary, offering up the opportunity of meaningful human connection.

Communities form and flourish led by an innate desire to belong. They can take lifetimes to take shape where communities have come together more rapidly. During times of conflict a spirit of camaraderie and togetherness has quickly galvanised people in response to a shared sense of purpose. It is by coming together with this shared sense of purpose that the value of communities can be fully realised.
A challenge to communities

The binding forces of belonging and friendship which draw people together are being countered by many varied opposing forces. It’s true to say that the pace of life has quickened.

In 2017 there were 217,000 net additional dwellings with 85% of these being new homes, built by developers like Redrow.

The Government has released its Civil Society Strategy: Building a Future that Works for Everyone.

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A strategy for civil society

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The view offered up within the report is that civil society is when individuals and organisations act with the primary purpose of creating social value.

By social value they mean enriched lives and a fairer society for all. The report proposes that civil society can help tackle a range of social challenges, including isolation, loneliness, and the challenges of community integration. Within the evidence base of the report the Jo Cox Inquiry, the MP for Batley and Spen, highlighted the importance of civil society. The report seeks to identify the opportunities and threats of the future in a new approach to social cohesion, which provides greater freedom and responsibility to communities. It also recognises that big societal challenges, including the future of community integration and housing, are being tackled through solutions that bring together public, private, and community sectors.

Home building and community creation

In 2017 there were 217,000 net additional dwellings with 85% of these being new homes, built by developers like Redrow.

Around 300,000 more homes a year are still needed to meet demand. Meanwhile, 85% of these are new homes, built by developers like Redrow.

The Civil Society Strategy report builds on their social value, enriched lives and social justice. Home building and community creation.

Establishing integrated, cohesive and sustainable communities in a challenging environment can be difficult and what makes community building so complex is that it occurs in an infinite number of small steps.
Strength from understanding

Building new communities involves many actors from central, regional and local government to developers, housebuilders and local communities. A great number of assumptions are often made, by these actors, about the small steps necessary to effectively build resilient communities. Building strong, cohesive communities requires a common understanding of what people truly value.

In Redrow’s inaugural communities report, we questioned 2000 people to better understand what people want from their communities. The report outlined a framework for homebuilders and government to follow to help foster new communities. One of the key recommendations in this report was that social value should be embedded in the homebuilding process. Since the publication of the report in February 2017, the UKGBC has gone on to explore these themes further on in their publication Social Value in New Development. The guide is designed to help development teams, local authorities and other key stakeholders understand social value in relation to the built environment. In the guide the UKGBC detail the barriers to driving social value in new development. These barriers are, amongst other things, a general lack of understanding of the potential social value of high quality development and the difficulty in measuring social value, due to a lack of consistency and understanding.

Building on the findings from the first communities report and looking to overcome the barriers outlined in the UKGBC report, we commissioned research which sought to attain a higher level of understanding of the social value new developments can provide, clarifying how high-quality homes and proficient placemaking are enriching people’s lives. The research findings within this report have been presented, predominately in monetary terms (social value), expressing the degree to which people’s lives are being enriched, through an improvement in wellbeing by new homes and placemaking. Section 5 in the report details the reasoning and methodology behind the valuation processes that have been adopted and the rationale behind attributing financial value to non-market value items such as ‘having a view of nature’ from your home.

Anchoring back to the Government’s Civil Society Strategy this report divides the research findings, exploring social value from the perspectives of physical, natural, and social capital. Addressing physical aspects and social capital is a mainstream area of research on the associations between urban areas and health or well-being. The University of Bath has carried out an economic valuation of health impacts related to the urban environment. This is part of ‘Upstream’ which Wellcome Trust funded research into healthy urban development that Redrow is participating in. Section 6 in this report, ‘Valuing health at the heart of a community’ offers a different lens to evaluate health impacts. Rather than valuing the negative health costs related to lower quality urban environments, section 6 conveys, in monetary terms, the extent to which features and characteristics of urban environments are enriching people’s lives, improving their wellbeing.

The value of forming a network of friends that can provide care and support, sometimes referred to as social capital, is explored in section 7. Section 8 considers the importance of nature for people and the value of biodiverse local green spaces to communities.

Crucially section 9 aggregates the data presented in the previous two sections examining the totality of findings and how they bear upon a new development’s ability to enrich people’s lives. A graphical depiction, with annotations, has been used to illustrate the social value of a high quality, new 250 home development.

The research on social value has been undertaken on behalf of Redrow by Simetrica who work across a wide range of sectors, providing research and consultancy advice on social impact measurement and policy evaluation.

5.0 Measuring social value

“I am delighted by the focus Redrow places on social value in its design and construction work. The results of our work for the company demonstrate clearly the importance of good housing and place-making to social value, for both communities and individuals, and can help Redrow to deepen its focus on social value over time.”

Daniel Fujiwara at Simetrica

Social value has rapidly grown in importance to the built environment sector, and this will only strengthen as the concept becomes increasingly integrated into local planning policy. Through this report, and the research contained within it, Redrow has clearly demonstrated that it is in the vanguard of UK housebuilders embracing social value. This is hugely welcomed, and will support the business case for Redrow’s delivery of high quality, sustainable communities.”

John Alker
Director of Policy and Places at UKGBC

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Simetrica has used a combination of methods which means the valuation type differs across outcomes.

The social values relating to a Redrow development are grouped into four categories:

- **Homes**: Social values which are directly related to the features of a Redrow property in terms of the design and quality of the property itself and the experience of living in that home.

- **Places**: Social values which are related to the socio-economic impact of Redrow’s developments.

- **Socio Economic**: Social values which are related to the socio-economic impact of Redrow’s developments.

- **Community**: Social values which are related to the socio-economic impact of Redrow’s developments.

Each outcome has been valued using best-practice HM Treasury Green Book methods, which ensures the research delivers robust and defendable measures of social value.

Valuation types differ depending on the outcome and what data is available.

### Approaches to valuation

- **Subjective Wellbeing (SWB)** valuations are average monetised values of changes in wellbeing. They can be interpreted as the average value of the change in wellbeing associated with the change in the outcome.
  - **Willingness to pay (WTP)** values can be interpreted as the average maximum WTP for the outcome. For example, the maximum WTP to have a view of nature from your home.
  - **Value of time (VT)** values are average WTP values for moving to a quicker journey compared to the average journey time in the UK. They can be interpreted as the average value of time saved. For example, the journey time saved from living closer than the average person to a park.

We can monetise the impact the outcome has on wellbeing by estimating how much extra money an individual would need to receive to achieve the same increase in SWB.

### Valuation types

<table>
<thead>
<tr>
<th>Valuation types</th>
<th>Table 1</th>
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<tbody>
<tr>
<td>Subjective Wellbeing (SWB) valuations</td>
<td>[ \text{Value of one's wellbeing} = \frac{\text{WTP}}{\text{WTP to change one's perception of wellbeing}} ]</td>
</tr>
<tr>
<td>Direct monetary (DM) valuations</td>
<td>[ \text{Direct monetary value} = \text{Cost of providing the service} ]</td>
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Table 1: Subjective Wellbeing (SWB) valuations

Subjective Wellbeing (SWB) valuations are average monetised values of changes in wellbeing. They can be interpreted as the average value of the change in wellbeing associated with the change in the outcome.

This method involves asking people to assess their SWB, usually measured by asking questions such as “How satisfied are you with your life overall?”. Using this information, we can look at the association between people’s SWB and certain housing outcomes. For example, do people with good levels of natural light in the home tend to report higher levels of SWB? In particular, we can statistically analyze the relationship between SWB and the outcome concerned to measure how strong the association is.

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We derive valuations from three sources:

1. **Existing research**
   - Monetary values of some outcomes were available in academic literature and/or government research. Where this is the case, existing valuations have been selected based on their robustness and on transparency about how they were produced.
   - The existing valuations used at the project are for the value of time (VT) saved taken from the Department for Transport, direct monetary (DM) values (cost of a school place to the Department for Education) and SWB values from previous Simetrica research. Where possible and necessary, these values were adapted to represent the typical Redrow customer.

2. **Analysis of existing data**
   - Data on some of the outcomes is collected in nationally representative datasets, alongside surveys of subjective wellbeing. The available data from Understanding Society, British Panel Household Survey, the English Housing Survey and Morbidity and Disagreement with the Natural Environment (MONET) were used to value outcomes.
   - We used a Discrete Choice Experiment (DCE) to value outcomes for which data or research did not already exist. In a DCE, survey respondents are asked to choose between different bundles of outcomes, for example between purchasing different houses with differing physical characteristics, which allows the relative value of features to be assessed. Analysis shows that the method is easily conceptualised by respondents as it mimics real life purchasing decisions.
   - Rather than asking a respondent ‘how much are you willing to pay for this house?’ respondents are instead asked to choose between different bundles of outcomes with differing physical characteristics, and prices. Statistical analysis of the hypothetical choices made allows us to show how the different characteristics are traded within the decision making process, especially with respect to price.

3. **Primary data collection and analysis**
   - In order to aggregate data and produce scenarios, the valuations were aggregated to produce scenarios in which the social value of a Redrow development is compared to social value of an assumed illustrative industry standard development. In order to do so, the following assumptions and methods were used:
     - The development is assumed to take 18 months to build.
     - The average price of a home on the Redrow development is assumed to be £309,800, with the total revenue of the Redrow development assumed to be £77,450,000.
     - ‘Total social value’ should be understood as the social value delivered by the outcome with the counterfactual case of not having the outcome at all (e.g. feeling safe in the area vs not feeling safe in the area).
     - ‘Additional social value’ should be understood as the social value for the outcome delivered by Redrow with the counterfactual case of the outcome delivered by the industry standard (e.g. feeling safe on a Redrow development vs feeling safe on an industry standard development). This is the difference in total social value provided by Redrow and the industry standard development.

All values presented are net social values. A net social value should be understood as a social value minus any payment for the benefit (also known as consumer surplus).

For example, if the salient is a reduction in the feeling of a view of nature from their home is £50,000 (gross social value) but they pay an additional £20,000 to have this benefit, the net social value is £30,000.

Therefore, the concept of net social value is only relevant to outcomes which affect the house price.

All social values should be interpreted in the context of the differences between the monetary social value of the outcome and the price a customer might pay for the outcome.

Monetary values of some outcomes were available in academic literature and/or government research. Where this is the case, existing valuations have been selected based on their robustness and on transparency about how they were produced.

The existing valuations used at the project are for the value of time (VT) saved taken from the Department for Transport, direct monetary (DM) values (cost of a school place to the Department for Education) and SWB values from previous Simetrica research. Where possible and necessary, these values were adapted to represent the typical Redrow customer. Data on some of the outcomes is collected in nationally representative datasets, alongside surveys of subjective wellbeing. The available data from Understanding Society, British Panel Household Survey, the English Housing Survey and Morbidity and Disagreement with the Natural Environment (MONET) were used to value outcomes.

We used a Discrete Choice Experiment (DCE) to value outcomes for which data or research did not already exist. In a DCE, survey respondents are asked to choose between different bundles of outcomes, which allows the relative value of features to be assessed. Analysis shows that the method is easily conceptualised by respondents as it mimics real life purchasing decisions.

Rather than asking a respondent ‘how much are you willing to pay for this house?’ respondents are instead asked to choose between different bundles of outcomes with differing physical characteristics, and prices. Statistical analysis of the hypothetical choices made allows us to show how the different characteristics are traded within the decision making process, especially with respect to price.

This enables us to obtain a WTP value to outcomes that are usually not explicitly priced into real housing markets.

Methodology applied to aggregate data and produce scenarios

**Illustrative 250 home development**

The valuations were aggregated to produce scenarios in which the social value of an illustrative 250 home Redrow development is compared to social value of an assumed illustrative industry standard development in order to do so, the following assumptions and methods were used.

**Estimating the social values for a household**

All values are estimated for an average Redrow household.

- The average Redrow household is assumed to be 2.69 people (the average household size in England and Wales, weighted by the proportion of Redrow customers in each region).
- The average mortgage length is assumed to be 25 years.
- All values are converted into present value discounted over 25 years with a 3.5% discount rate.
- All values are presented as net social values and are in 2018 prices.

**Estimating the social values for a development**

- The development is assumed to take 18 months to build.
- The average price of a home on the Redrow development is assumed to be £309,800, with the total revenue of the Redrow development assumed to be £77,450,000.

**Counterfactual cases**

- ‘Baseline value’ should be understood as the social value delivered by the outcome with the counterfactual case of not having the outcome at all (e.g. feeling safe in the area vs not feeling safe in the area).
- ‘Additional social value’ should be understood as the social value for the outcome delivered by Redrow with the counterfactual case of the outcome delivered by the industry standard (e.g. feeling safe on a Redrow development vs feeling safe on an industry standard development). This is the difference in total social value provided by Redrow and the industry standard development.
- The additional social value figures are upper bound estimates as we assume any additional resource used to build the Redrow development would not have been used somehow in the counterfactual case.
Health and wellbeing is an issue of ever-expanding value and importance to society. In the NHS’s Five Year Forward View, the future health of millions of children, the sustainability of the NHS, and the economic prosperity of Britain all now depend on a radical upgrade in prevention and public health. Put quite simply, the UK is spending billions of pounds on wholly avoidable illness.

Valuing health at the heart of a community

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There is a growing body of research that draws attention to the fact that neighbourhoods and communities, the environments we live in, are inextricably connected to our wellbeing.

Some would say that this relationship between the urban environment and health was identified more than a century ago by Sir Ebenezer Howard. Upon observing the bleak squalor and pollution of inner-city London he developed his vision for garden cities, which are a place where people can live healthier lives, travel easily, raise families and seek out sanctuary in nature.

Looking more closely at the built and natural environment we can appreciate, intuitively, how our physical and mental health is being shaped.

The research we have carried out attributing social value to key elements of our homes, neighbourhoods and communities not only substantiates this but also offers a different lens where we can measure, in monetary terms, the extent to which features and characteristics of urban environments increase people’s wellbeing.
The phrase ‘home is where the heart is’ is often used to emphasise the emotional connections we make with our domestic environment. But homes also strongly influence our physical health, shaping how we interact with them. According to the Office for National Statistics, the average size of properties sold in England and Wales in 2016 was 90 square metres. Compare this to the average size of Redrow homes in 2018, which was 104 square metres. An increase of 14% in the average size of a property is associated with an additional social value of c£34k to an average Redrow household.

Home is where the heart is

You only start to appreciate the benefits of having more space when you’ve lived in a house with very little. It might not be obvious which according to the Border report Full House: How overcrowded living affects families,13 impacts on health and wellbeing, the spread of illness, increasing stress and affecting the quality of sleep. The re-lighting of our homes is also known to have a positive effect on our wellbeing. UKGBC’s report Health and Wellbeing in Homes commented that natural light makes us aware of the passage of time. The specific mechanisms of this interaction are not entirely understood but our bodies are naturally in tune with external light levels and characteristics. Redrow homes are fitted with larger windows and higher than standard ceilings to amplify natural light in the rooms.

The NHBC Foundation, in its publication Beyond Location, Location, Location: priorities of new-home buyers, stated that in the priorities of different purchasers types, people downsizing included energy efficiency high up in their top seven priorities when purchasing a house. The energy performance of a home can contribute towards health problems in the winter when people regarded as living “in fuel poverty” cannot afford to pay their energy bills and as result cannot keep warm.

Homes provide us with an escape from the hustle and bustle of the outside world. Closer to home the data estimates that a quiet home free from the noise generated by neighbours is associated with an additional social value of c£14k to an average Redrow household.

The energy efficiency of homes is rated on a scale from A (most efficient) to G (least efficient). Over the period of 25 years, around the typical length of a mortgage, the movement upwards by one band on the rating is associated with c£36k in additional social value to an average Redrow household.

Our research data supported good natural light in the home being associated with the additional social value of c£4k for an average Redrow household.

The NHBC Foundation also supported the idea of ‘good natural light’ being in the home being associated with the additional social value of c£34k.
The greatest wealth is health

Sir Ebenezer Howard, looking to promote his idea of garden cities, founded the Town and Country Planning Association (TCPA) in 1899. Since its foundation the TCPA has represented a vision of ideal societies that would embody beauty in design, economic efficiency and social justice.

Over the last 10 years the TCPA have been vocal in the promotion of their garden city principles, which include an appreciation of the links between people’s health and the design of the built environment. The TCPA have developed a set of practical guides to help local authorities and developers create high-quality places that will be desirable to live in, providing support to the production of Guide 8, Creating health-promoting environments. The guide encourages growth that is founded on the principle of ‘place-based action and inclusive environments’ which provide easy and safe opportunities for everyone to be physically active through sustainable modes of travel.

The Design Council, in their report Healthy placemaking, define this to mean ‘healthy environments that encourage people to be physically active through sustainable modes of travel’.

The improved wellbeing for an individual from participating in sport activity has been valued at £107 per person per year, or £34 per person per month² by other studies. Over the last 10 years the TCPA have been vocal in the promotion of their garden city principles, which include an appreciation of the links between people’s health and the design of the built environment. The TCPA have developed a set of practical guides to help local authorities and developers create high-quality places that will be desirable to live in, providing support to the production of Guide 8, Creating health-promoting environments. The guide encourages growth that is founded on the principle of ‘place-based action and inclusive environments’ which provide easy and safe opportunities for everyone to be physically active through sustainable modes of travel.

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7.0 The value of social capital

That’s when good neighbours become good friends. You will probably recognise this line taken from the theme tune for the long running Australian soap, Neighbours.

But when do good neighbours become good friends? What value do these friendships bring to our lives?

The findings from our first community report presented the view that being part of a community was important to people, with 87% of the 2,000 questioned confirming that. The results from the study undertaken for this report supported this view.

Building a network of friends in a community is sometimes referred to as social capital. The Organisation for Economic Co-operation and Development (OECD), in its publication Four Interpretations of Social Capital, defines social capital as the links, shared values and understandings in communities that enable individuals and groups to trust each other and work together. In our 2007 report, 90% of respondents claimed to know their neighbours by name.

The OECD report notes that people with more social engagements tend to report higher levels of happiness and life satisfaction, with socially isolated people more likely to suffer from depression when under stress.

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Strengthening existing, community networks

The OECD report suggests that personal relationships bring intrinsic pleasure and also act as a buffer from loneliness and social isolation. The BBC launched the loneliness experiment in 2018, with 50,000 people from around the world completing a survey. One of the findings of the survey highlighted a common stereotype that loneliness may be a disease, isolated people (the BBC survey found even higher levels of loneliness among young people).

The issue of loneliness is also being addressed by the UK Government, with the Prime Minister confirming in October 2018 that all GPs in England will be able to refer patients experiencing loneliness to community activities and voluntary services by 2020.

The practice known as ‘social prescribing’ will allow GPs to direct patients to community workers offering tailored support to help people improve their health and wellbeing, instead of defaulting to medicine.

Redrow organises social events on our developments to help forge new, and strengthen existing, community networks. At our developments in Tamworth and Genesee, the ‘Great Get Together’ events were held in 2017 to bring the family and friends of Jo Cox through the More in Common partnership. We ran four Great Get Together events at our development in Genesee, which was supported by the family and friends of Jo Cox through the More in Common partnership. We ran four Great Get Together events at our development in Genesee, which was supported by the family and friends of Jo Cox through the More in Common partnership.

The average Redrow household gains £35k through talking to neighbours and £46k through the ability to borrow things.
As mentioned during the introduction to this report we have an innate need for contact with other people.

42% of Redrow customers surveyed for this report are a member of a social media group related to their neighbourhood.

Social media can help to connect friends and keep people in touch, although caution should be exercised to not over use it as some research suggests that there is an association between the use of such platforms and depression.

We've created an innovative community trust at Caddington Woods, run by local stakeholders and funded by rental incomes from our affordable homes. Income from the trust is expected to reach more than £5m over the next 20 years. It will be used to support community projects like a free bus service and a state-of-the-art community centre.

Our research has told us that people value being welcomed into a neighbourhood. Housebuilders should produce community plans for their developments that utilise social media platforms. The purpose of these platforms should be two-fold: connect people together to the wider increase social capital and encourage people to take more active lifestyles. These organised leisure activities should look to drive behaviour change around wellbeing by making the best use of facilities available in the development like sport pitches or cycle tracks.

New developments, when done well, can unlock sites and create thriving and prosperous communities. Redrow works alongside the local community to design developments that integrate well into the surrounding area, with strong local identity. We entered into a 50/50 partnership with LB Wandsworth to deliver the redevelopment of this 1960s built estate in Roehampton, London. We strongly engaged with stakeholders, through a series of workshops, providing numerous opportunities for local people to participate in the masterplan development process. In addition, we ran a number of community events including the Roehampton ‘Feel Good’ Festival and Safer Neighbourhood events.

Recommendation 2
Our research has told us that people value being welcomed into a neighbourhood.

Engagement events
Now developments: when done well, can unlock sites and create thriving and prosperous communities.

A community trust
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8.0 Natural capital of new developments

Nature is essential – both for its own sake, but also for our lives.

From the air we breathe, the food we eat, to the materials we use to build our homes, from fashioning our clothes to regulating our climate, we rely completely on nature.

It's essential to our wellbeing, our economic structures and the functioning of our society and neighbourhoods. So when nature or decision, when we are losing habitats and species and the quality of the environment in deteriorating, it affects us all.

In the development of new communities it is essential to consider the natural world and to consider nature services play an important role for the people that live in it. A recent report published by the Environment Agency in 2016 highlights the importance of nature to our health and wellbeing. There is a wealth of research showing that access to nature and green spaces improves both physical and mental wellbeing. In its 2011 Natural Environment White Paper, the government describes the importance of ‘nature’s health service’, a view recently reinforced in the new 25 Year Environment Plan, which states that ‘connecting more people with the environment will promote greater well-being’.

Importance of nature for people

Techniques attempting to place a value on the ‘services’ nature provides are becoming more widely used as policy makers and businesses seek to take into account the full impacts their decisions have on the environment across different sectors.

Nature is essential – both for its own sake, but also for our lives.
Health and wellbeing benefits derived from nature include:

- Feelings of relaxation and calm
- Improved physical fitness
- Reduced depression
- Reduced levels of stress and anxiety
- Reduced mental health issues
- Improved blood pressure

Social and community benefits derived from accessing nature include:

- Places for children to play and develop social skills
- Opportunity to learn new things about nature, self and local area
- Can help improve concentration which may have educational benefits
- Places to relax and either be alone or socialise
- Camp for natural spaces can provide a sense of purpose
- Social spaces which help neighbourhood connections, large friends and can reduce loneliness
- Contributes to preventative health agenda and can reduce health inequalities
- Provides opportunity for family activities
- Learning to care for community spaces and nature

Connecting people with nature

Providing easy access to nature through provision of local green spaces is essential in allowing these benefits for individuals and communities to be realised on a regular basis. Natural England’s 2018 Monitor of Engagement with the Natural Environment survey shows that many people are visiting nature on a regular basis, with 93% of people agreeing that ‘having open green spaces close to where I live are important’.

Creating havens for Bumblebees on new developments

Urban spaces and gardens are becoming increasingly important for the UK’s declining population of pollinators and have the potential to provide crucial food and nest sites for bumblebees and other insects. We are working in partnership with the Bumblebee Conservation Trust to create bee-friendly planting on our developments and to encourage our customers to do the same in their new gardens.

Furthermore, the creation of high quality, biodiversity rich green spaces at towns and cities can create a virtuous circle. The enjoyment and sense of wellbeing people feel from being in nature can engender a sense of connection with the natural world and a feeling of ownership of the local space which can lead them to care for and protect these natural spaces.

The results of our research further illuminate the value of local green spaces to communities, with the data estimating that the physical and mental benefits stemming from living close to green space, for an average Redrow household, is associated with an additional social value of £39k. While the ability to physically enjoy nature is clearly important, our survey respondents also indicated their preference for living in a home with a view of nature, which is associated with an additional social value of £6k to an average Redrow household.
Redrow’s new biodiversity strategy

As part of our aim to create thriving communities we are working with the Wildlife Trusts and the Bumblebee Conservation Trust to develop a new biodiversity strategy for Redrow. The strategy will have the following key principles at its heart:

- Ensuring net gains for biodiversity using recognised, accepted approaches
- Incorporating local priorities, ecological and people, into the designs
- Achieving connectivity of habitats throughout and beyond developments
- Making natural areas accessible, attractive and understandable to people to encourage their use and protection

Recommendation 3

Creation of high quality green spaces that enhance biodiversity

The results of our research show that people place great importance on being close to natural spaces. Developers should adopt a recognised, measurable approach to enhancing biodiversity which is core to the industry towards net gain.

Recommendation 4

An appreciation of nature and leaving a lasting legacy

Include green, biodiverse spaces on developments that are accessible for people. Put measures like information boards in place to help grow peoples understanding and appreciation of nature and its continuing value to society. Developers should help form community groups that can play an active role in engaging people with the natural spaces. These groups would also get involved in the development stewardship plans which ensure natural spaces continue to provide benefits for wildlife and people.

Nature for People

Demonstrating that conservation of bumblebees and other pollinators, that reversing their serious declines is not only beneficial for a healthy diverse natural environment, but also for human wellbeing, is as much desirable as it is challenging.

“This challenge has been embraced through the partnership of Redrow Homes and Bumblebee Conservation Trust. Together we have sought to communicate the importance of pollinators, through the iconic and charismatic bumblebee, in terms that are relevant, and better understood in the communities Redrow is creating. Communities are inspired to take action and help create an environment for the benefit of future generations.”

Gill Perkins
Bumblebee Conservation Trust
In March 2018 the Prime Minister launched a major overhaul to the National Planning Policy Framework (NPPF) with the aim of providing a comprehensive approach for planners, developers and councils to build more homes, more quickly, in the places people want to live.

The revised NPPF introduced new quality standards so well designed new homes are built in places people are proud to live in. These sentiments around design quality were echoed by the then Housing Minister, Dominic Raab, in his speech at the Design Quality Conference 2018, where he stated the following points:

- We need homes that embody the high standards of quality and design that are at the heart of strong communities
- Good design, along with the right targeted infrastructure investment, allows more of the places where people really want to live
- Good design can also improve people’s health and wellbeing
- Making the best use of design can help tackle wider social issues such as crime

Garden communities programme

Movements like Ebenezer Howard’s garden cities have helped establish the UK as world leaders in architecture and urban design. The principles of the garden cities movement still resonate today and are supported broadly by government who are calling for an increase in garden towns in England, as part of the new Garden Communities Programme. Redrow are taking a leading role in the delivery of a new generation of garden communities where we are creating entire communities with schools, facilities and homes set within a network of beautiful green spaces and places. Our Woodford, Ledsham, Amington, Ebbsfleet and Plasdwr Garden Villages are all under contract with the first families now living there. These new communities provide a valuable benchmark for the quality of large-scale communities across the UK and the future.

9.0 The social value of placemaking
At Redrow we are well-placed to respond positively to this new agenda and have recently refined our set of placemaking principles, which we have called the “Redrow 8.”

Three principles have drawn us forward: the many years of experience in delivering high quality residential places to our clients; the recognition of the value of well designed streets in encouraging social interaction; whilst also creating opportunities for social interaction. In turn, this can help us tackle some major issues facing our society such as increasing levels of obesity as well as the sense of social isolation felt by not only our more senior citizens but those increasingly working alone at home as the way many people are working changes.”

Dr Stefan Kruczkowski
Urban Design

Redrow 8 - Design principles

At Redrow we are well-placed to respond positively to this new agenda and have recently refined our set of placemaking principles, which we have called the “Redrow 8.”

These principles have drawn on Redrow’s many years of experience in delivering high quality residential places.

LISTEN TO LEARN
Connecting with local communities and stakeholders at an early stage to identify local concerns that may inform the development proposals.

KEEPING IT LOCAL
Working to design around what is important locally, dovetailing developments to sensitively fit into the area.

EASY TO GET AROUND
Creating new or improved connections between developments and the existing community to make it easier for people to access places and routes into their neighbourhoood.

PLACES TO GO & THINGS TO DO
Creating locally and regionally connected community infrastructure to provide opportunities for social interaction.

NATURE FOR PEOPLE
Creating new or enhancing wildlife habitats and better connecting people to them through thoughtful design of public spaces.

STREETS FOR LIFE
Recognising the street as an essential part of the community infrastructure, providing safe and friendly places to live, where neighbours can meet each other.

HOMES FOR ALL
Delivering sustainable and socially cohesive communities that are formed by a diverse mix of housing types and tenures.

BUILT TO IMPRESS
Creating inviting, memorable entrances and building beautiful, distinctive homes. First impressions count.

Good design is more than what buildings and spaces look like. It’s about how places function.

“Good design is more than what buildings and spaces look like. It’s about how places function. The Redrow 8 principles encourage the creation of places that encourage activities and behaviours that offer social benefits. For instance, through ‘Streets for all’ Redrow are putting their weight behind the government’s ‘Manual for Streets’ that emphasises the value of well designed streets in encouraging more active lifestyles whilst also creating opportunities for social interaction. In turn, this can help us tackle some major issues facing our society such as increasing levels of adult and childhood obesity as well as the sense of social isolation felt by not only our more senior citizens but those increasingly working alone at home as the way many people are working changes.”

Dr Stefan Kruczkowski
Urban Design
Over the last 2-3 years a number of reports have been produced looking at the economic land value uplift of good placemaking.

Organisations like the Housing Associations' Charitable Trust (HACT), working with Simetrica, have developed a Social Value Bank (SVB) which can provide a basic assessment of social impact of different improvement programmes linked to housing and development.

The SVB can attribute social value to positive outcomes such as: job creation, reduction in anti-social behaviour, increases in training and an increase in the uptake of people undertaking sporting activity. Organisations have been interested to see how broadly they can measure the social sustainability of new housing developments like the Berkeley Group’s Creating Strong Communities report.

The approach we have adopted for the second community reports builds on this research by attributing financial values (social value) to positive outcomes and changes in experiences, and the context in which they should be considered in the difference a new development is making to people’s lives.

This is why the figures are presented at a household level, discounted over a 25 year period; instead of the typical length of a mortgage. For this reason the difference is contextualised as a positive change experienced by living on a different development as opposed to living on an assumed industry standard development.

Although it’s important to stress that, in this case, Redrow could be used as a proxy for developers with a similar customer base who prioritise the creation of high-quality homes and places.

The main characteristics of the illustrative 10.6 hectare, 250 home development are:

- All homes with good levels of natural light
- All homes EPC band B
- Average size of homes: 104m²
- 50% of homes are private
- 20% of the homes are private renting
- 60% of homes have a view of public nature
- The development is secure by design
- 63% homes are within 500m of food shop
- 96% homes are within 500m of a park
- 1 hectare of green space on the development
- 95% of homes are within 400m bus stop
- The development is built on brownfield land
- A sports facility is available on the development
- The development is well designed to be easy to navigate and well connected internally
- A pub, bar or restaurant is available on the development
- 5 apprenticeships generated by the construction of the development
- 451 full time jobs created by the construction of the development
- 140 school places created

Up to 50%

Early operating and infrastructural, local amenities and public spaces not only create better places but also increase land value by 25% (or even as high as 50%).

Valuing placemaking for new development

The additional social value of an illustrative 250 home Redrow development discounted over a period of 25 years.

Total social value of the industry standard development: £766m

Total social value of the Redrow development: £842m

Additional social value provided by Redrow: £76m

% difference: Up 10%
**Recommendation 5**

**Listen to learn**

Define social value objectives for the development as part of a community engagement programme, working closely with the community and key stakeholders to develop a social value proposition focused on clear outcomes.

**Recommendation 6**

**Social value focused community infrastructure investment**

Local Planning Authorities (LPA) should develop an increased focus on wider social outcomes, derived from an improved understanding of social value. Too often, LPAs spend a disproportionate amount of time on trivial issues, such as the colour of roof tiles, at the expense of much larger issues like delivering positive health and wellbeing outcomes. A better understanding of delivering social value by LPAs would help to provide a more informed perspective on where section 106 and CIL payments could be best targeted to maximize community value.

**Recommendation 7**

**A cycle of improvement**

Developers should assist too, like the social value calculator being developed by Redrow, to forecast social value for new developments. The figures provided by this type of tool could, amongst other things, inform the production of design codes being produced for new developments. As part of an iterative improvement cycle, projected data produced by a social value calculator should be tested through a robust post-occupancy evaluation process.
Many of Redrow’s flagship developments at Ebbsfleet, Woodford, Ledsham, Amington and Plasdwr embody the garden city movement and exemplify Redrow’s commitment to creating thriving new places – where schools, shops, facilities and homes are set within a network of connected green spaces.

Tricia Thompson and her partner Trevor Jackson moved into their four-bedroom detached Richmond home at Woodford Garden Village in 2018.

Tricia Thompson & Trevor Jackson

A relocation to Cheshire from Winterbourne, near Bristol, represented some familiarity. For Tricia, a return to her beloved county; and for former RAF pilot Trevor, moving to the site of the former Woodford Aerodrome – with an on-site museum housing a Vulcan plane he once flew.

Redrow’s redevelopment of Woodford Aerodrome will eventually feature almost 1,000 new homes, of which over 100 are already occupied. Three phases are underway – Woodford Garden Village, where Tricia has bought, along with Lancaster Green and Vulcan Grove.

The community setting aided by Redrow includes a newly-established village green, one of 19 play areas, parks and green spaces being developed across the site. The development will also feature a new pub, health centre and shops to cater for its new residents, whilst Redrow has helped refurbish the existing Woodford War Memorial and Community Centre and there is an existing convenience shop close by.

Amenities, such as a shop and soon-to-open pub, positioned on the doorstep

Positive interactions between people of all ages within a newly-established community setting

Open spaces and walkways perfect for getting fresh air, exercise and meeting others living at Woodford Garden Village

Whilst Tricia was fully aware of the positives of living in a location benefiting from Cheshire’s glorious countryside, near to both Manchester’s thriving city centre and the Peak District, it is the community found right on her doorstep that has come as one of the biggest surprises.

Tricia and Trevor point to three key features that have positively contributed to their ‘community experience’:

1. Amenities, such as a shop and soon-to-open pub, positioned on the doorstep
2. Positive interactions between people of all ages within a newly-established community setting
3. Open spaces and walkways perfect for getting fresh air, exercise and meeting others living at Woodford Garden Village

“A relocation to Cheshire from Winterbourne, near Bristol, represented some familiarity. For Tricia, a return to her beloved county; and for former RAF pilot Trevor, moving to the site of the former Woodford Aerodrome – with an on-site museum housing a Vulcan plane he once flew.

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The community setting aided by Redrow includes a newly-established village green, one of 19 play areas, parks and green spaces being developed across the site. The development will also feature a new pub, health centre and shops to cater for its new residents, whilst Redrow has helped refurbish the existing Woodford War Memorial and Community Centre and there is an existing convenience shop close by.

Amenities, such as a shop and soon-to-open pub, positioned on the doorstep

Positive interactions between people of all ages within a newly-established community setting

Open spaces and walkways perfect for getting fresh air, exercise and meeting others living at Woodford Garden Village

Whilst Tricia was fully aware of the positives of living in a location benefiting from Cheshire’s glorious countryside, near to both Manchester’s thriving city centre and the Peak District, it is the community found right on her doorstep that has come as one of the biggest surprises.

Tricia and Trevor point to three key features that have positively contributed to their ‘community experience’:

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“The good range of amenities, such as a convenience store and community centre within easy walking distance, create a central hub for the people living here. The pub, health centre and new shops are being developed on the site will provide even more choice.

“I’ve never really had ‘neighbours’ before as my homes have always been quite rural but I’m enjoying it here, everyone is so friendly. People of all ages live here and we’re always willing to help one another. In fact, this year we’re getting together with a group of neighbours on Christmas Day.”

Tricia Thompson

Woodford Garden Village

Case study:

Many of Redrow’s flagship developments at Ebbsfleet, Woodford, Ledsham, Amington and Plasdwr embody the garden city movement and exemplify Redrow’s commitment to creating thriving new places – where schools, shops, facilities and homes are set within a network of connected green spaces.

Tricia Thompson and her partner Trevor Jackson moved into their four-bedroom detached Richmond home at Woodford Garden Village in 2018.

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Tricia Thompson
10.0 Outcome Evaluation Table

<table>
<thead>
<tr>
<th>Outcome Type</th>
<th>Social Value</th>
<th>Monetary Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Movement of EPC band from D to B (2013 scale)</td>
<td>Willingness to pay</td>
<td></td>
</tr>
<tr>
<td>A sports facility available on the development</td>
<td>Willingness to pay</td>
<td></td>
</tr>
<tr>
<td>Indirect GVA (wellbeing of indirect jobs plus indirect wages)</td>
<td>Wellbeing/direct monetary value</td>
<td></td>
</tr>
<tr>
<td>Direct full time and graduate jobs generated</td>
<td>Wellbeing value</td>
<td></td>
</tr>
<tr>
<td>Apprenticeships generated</td>
<td>Wellbeing value</td>
<td></td>
</tr>
<tr>
<td>Volunteering</td>
<td>Wellbeing value</td>
<td></td>
</tr>
<tr>
<td>Talking regularly to neighbours</td>
<td>Wellbeing value</td>
<td></td>
</tr>
<tr>
<td>No problems with lack of natural light</td>
<td>Wellbeing value</td>
<td></td>
</tr>
<tr>
<td>No noise from neighbours</td>
<td>Wellbeing value</td>
<td></td>
</tr>
<tr>
<td>Feeling safe walking alone at night</td>
<td>Wellbeing value</td>
<td></td>
</tr>
<tr>
<td>Feeling safe at home</td>
<td>Wellbeing value</td>
<td></td>
</tr>
<tr>
<td>Close to green space</td>
<td>Wellbeing value</td>
<td></td>
</tr>
<tr>
<td>Being able to borrow from neighbours</td>
<td>Wellbeing value</td>
<td></td>
</tr>
<tr>
<td>Being a homeowner (compared with private renting)</td>
<td>Wellbeing value</td>
<td></td>
</tr>
<tr>
<td>Time saved due to average distance to a park on the development</td>
<td>Value of time</td>
<td></td>
</tr>
<tr>
<td>Time saved due to average distance to a bus stop on the development</td>
<td>Value of time</td>
<td></td>
</tr>
</tbody>
</table>

11.0 Reading List

For press enquiries please contact:

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Group Communications Director

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